

QUARTERLY REPORT



CITY OF SUNNYVALE

FALL 2010

WHAT'S ON THE HORIZON 25 YEARS FROM NOW?

HORIZON 2035 ADVISORY COMMITTEE: CONVERGENCE OF CLIMATE, LAND USE AND TRANSPORTATION

Horizon 2035 was created to guide two important City projects that will contribute to smart growth and a healthy community: the Land Use and Transportation Element (LUTE) and Climate Action Plan (CAP). This new committee has been meeting regularly since June to review land use planning and transportation issues; discuss climate change solutions; assist City staff in developing draft goals and policies that will be considered by City Council; guide new policies in accordance with the adopted Sunnyvale Community Vision and help create the City's first Climate Action Plan.

All community members are encouraged to get involved and join in the discussions. Horizon 2035

assists with conducting community outreach and education on climate change, land use and transportation issues. For more information on the Horizon 2035 Advisory Committee and the upcoming outreach meetings, visit Horizon2035.inSunnyvale.com.



CALL FOR BOARD AND COMMISSION APPLICATIONS

The City of Sunnyvale is looking for volunteers to serve on Council-advisory boards and commissions. Board and commission members are appointed by the City Council; special requirements, qualifications or professional experience may be required. Recruitment is ongoing for openings on the Arts Commission and Personnel Board (employee-nominated seats).

For more information and to download an application, visit BoardsandCommissions.inSunnyvale.com. To request an application by mail or for more information, contact the Office of the City Clerk at (408) 730-7483, TDD (408) 730-7501, or via e-mail at cityclerk@ci.sunnyvale.ca.us.

MEDICAL MARIJUANA DISPENSARY STUDY UNDERWAY IN SUNNYVALE

After several public outreach and informational meetings, the study regarding medical marijuana distribution facilities is getting closer to being considered by the Planning Commission and City Council. The public hearings have been set, at which time the decision will be made whether to allow them with conditions and restrictions, or to ban them from the City. The hearing schedule is as follows:

- **Planning Commission:** November 22
- **City Council:** December 7

The City is considering whether medical marijuana distribution facilities should be allowed in the City, and, if so, under what controls and restrictions. The City is looking for your view on this issue, and encourages you visit MedicalMarijuana.inSunnyvale.com website to get more information, and to complete a survey or send us an e-mail with your input.

Good News!

After careful consideration, the City of Sunnyvale has determined that there is sufficient budget to continue producing the *Quarterly Report* as a printed document for the time being.

20TH ANNUAL EVENINGS OF CULTURAL ARTS SEASON OPENS

Sunnyvale Theatre's 20th Anniversary Evenings of Cultural Arts season opened September 11, with Grammy-nominated fingerstyle guitarist Alex de Grassi performing a live improvised score to Yasujiro Ozu's 1934 black-and-white silent film classic, *A Story of Floating Weeds*. The evening was a rare treat for film buffs and acoustic music fans alike.

But if you missed this great show, you're not out of luck. Other Evenings of Cultural Arts shows this season include:

- October 16 – Grammy-nominated **Los Cenzontles** performs modern Mexican roots music.

- November 27 – One of the nation's top-ranked barbershop quartets, **LoveNotes Quartet**, whose members include Sunnyvale residents Brittany Gilmore and Caitlin Smith, performs traditional and contemporary pop arrangements.
- December 11 – Celtic harper and storyteller **Patrick Ball** performs his holiday show, *The Christmas Rose*.
- January 8 – Bluegrass festival favorites **The Barefoot Nellies** perform traditional songs, as well as country and rock classics.
- February 12 – **Lavay Smith & Her Red Hot Skillet-Lickers Band** perform jazz and blues of the Forties and Fifties.

- March 26 – **Naser Musa Ensemble** performs music from Arab world countries including Egypt, Iraq, Persia and Jordan.
- April 16 – Neo-cabaret sensation **Vagabond Opera** perform Paris hot jazz, klezmer, Balkan and classic opera in theatrical style.

Season ticket packages, discount ticket coupon books and individual tickets are on sale through the Sunnyvale Box Office at the Sunnyvale Theatre, reachable at (408) 733-6611. The box office is open Monday through Friday, 4:30 p.m. – 6:30 p.m., and two hours prior to performances. Tickets are also available online at Arts.inSunnyvale.com.



CITY OF SUNNYVALE Fall 2010

Sunnyvale City Council

Melinda Hamilton, Mayor
Christopher R. Moylan, Vice Mayor
Otto Lee
Ron Swegles
Anthony (Tony) Spitaleri
David Whittum
Jim Griffith

City Manager

Gary Luebbers

Assistant City Manager
Robert Walker

Assistant to the City Manager
Coryn Campbell

Communications Officer
John Pilger, APR

Editor
Adam Levermore

Design
Studio eM, Los Altos

If you have any questions
or comments about this
publication or the information
in it, please contact:

Office of the City Manager
City of Sunnyvale
P.O. Box 3707
Sunnyvale, CA 94088-3707
(408) 730-7535
TDD (408) 730-7501

e-mail:
quarterlyreport@ci.sunnyvale.ca.us

Follow us on Twitter
twitter.com/CityofSunnyvale

Thank you for your feedback!
Quarterly Report is online at
QuarterlyReport.inSunnyvale.com

Printed on recycled paper.

THE BRIEFING NOTES FROM YOUR CITY MANAGER

More than a year and a half ago, I began an initiative with City staff to break with tradition and change how City business was conducted. I said the old model would not work in today's new, leaner economy, and I challenged staff to improve our methods. Largely behind the scenes, Sunnyvale has made tremendous strides, and I would like to share some examples with you.

Historically in Sunnyvale as with other cities, individual employees typically do the same job every day and their methods do not change much over time. The change in Sunnyvale has been based on not only finding new ways to accomplish tasks, but how can we best use our staff resources. Instead of segregating departments from each other, there has been an emphasis on bringing staff together across departments to work on issues.

In April 2009, Sunnyvale received wide acclaim for our *Sunnyvale Works!* program that created jobs while it leveraged grant funding. At the start, we initially planned *Sunnyvale Works!* to be a \$60 million project, but it quickly mushroomed to more than \$100 million. The increase was very beneficial to the City, as a combination of low bids and a large number of continuing grants allowed the City to complete projects months or years ahead of plan. But here's the back story, as they say. *Sunnyvale Works!* could never have happened but for the new way staff began to work. Departments — notably Public Works, Community Development, Finance, the Office of the City Manager and the City Attorney — all worked as a team to expedite the efforts to get *Sunnyvale Works!* rolled out and on track quickly enough to take advantage of the grants and beneficial construction bid climate.

Not long after *Sunnyvale Works!* got underway, the City began another interdepartmental initiative. NEAT, the Neighborhood Enhancement Action Team, allows us to bring more benefits to our community at less-than-typical costs. NEAT brings City services together to tackle blight and quality of life concerns in Sunnyvale

neighborhoods.

NEAT is designed to improve aesthetics and safety in the community, in addition to dealing with quality of life issues throughout the community on a daily basis. The key to making NEAT work effectively is that staff members from the departments of Community Services, Com-

munity Development, City Manager's Office, Public Safety, Parks Division, and Youth and Family Services all work together as a team with neighborhood members to solve problems.

Another City success story took place in April, when we launched our new City website. While some cities have spent six-figure sums to hire

consultants to create new websites, I gave different direction to our staff. With the Communications Office and Information Technology in the lead, we created our own website. Members from every City department were involved in the project and the net result was spectacular. Within about seven months, we completed a completely new website, designed from the ground up. The design is cleaner, faster to navigate and has won rave reviews from users. The benefit to the City? By using interdepartmental teams to create the website instead of outside consultants, our out-of-pocket expenses for consultants were about \$6,000, a remarkable savings over the traditional method of doing this kind of work with consultants.

I have found such a level of success in building what used to be unconventional teams that I am expanding the practice. We are currently working on creating new special teams to bolster efforts within departments when they are needed. When an issue is identified within a department, we will create a special team that will be tasked to help the department director apply additional resources to the issue. Staff members from various departments, based on the nature of the issue, will be reassigned for a period of time, during which they will work under the director of the department that has the issue, and these additional staff members will bolster the department's ability to solve the issue.

Our first special teams efforts will be with our Human Resources Department (HR) and, separately,

the City's efforts in process management. A special team, bringing together staff members from several departments, will be reassigned on a temporary basis to HR. Under direction from HR Director Teri Silva, the special team members will work with HR staff to resolve identified issues. Having the extra staff available with the department will provide the extra impetus needed to get the job done.

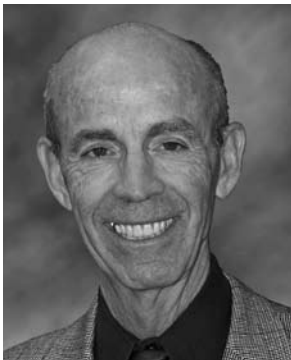
In a different arena, the Office of the City Manager is taking the lead on working with all the City departments on process improvement. It is not enough to apply temporary fixes to issues we identify as problems in our processes. If there is an issue in how the City approaches work, be it staffing, technology or any other tool or methodology, it is beneficial to determine if there is an opportunity to improve our ability to be successful. Known as "process improvement," this initiative will ultimately save time and money as we identify these improvements and make them part of Citywide processes.

Since I became city manager, budget has been a priority. While staff has diligently worked to reduce costs and this has been reflected in Council's approved budget, we continue to seek innovative, productive methods to utilize staff resources for maximum impact. Many of the tools we have used, and are preparing to use, don't have splashy names, but instead are simply better ways for City staff, regardless of department assignments, to work together more efficiently to continue to propel the City forward.

Finally, it is worth pointing out that our new approaches to redesigning how we work are definitely coloring outside the lines. While these are concepts that government isn't always comfortable with, we hope to make these concepts a way of life as we move forward in service to our community. There will be more changes in the future as I continue to make interoperability moves to improve Sunnyvale's efficiency. As I said, government has to change how it conducts business. We've been working hard to meet that challenge and our efforts will continue.

Next time, in the Quarterly Report winter edition: a potpourri of observations and thoughts on our City of Sunnyvale. ☀

City Manager
Gary Luebbers



LAWRENCE STATION AREA PLAN

At direction of the City Council, City staff is preparing a station area plan for the area near the Lawrence Station Caltrain stop. The plan for the Lawrence Station area will identify opportunities for mixed use development and more intensive office and residential uses to take

advantage of the area's proximity to public transit. The plan will also focus on improving access and circulation to and from the station; including pedestrian and bike access routes, as well as proposed sense-of-place improvements. The study area includes properties within a half-mile radius of Lawrence Caltrain Station within

the jurisdictions of both the cities of Sunnyvale and Santa Clara; however, the focus of this study is on the development potential within Sunnyvale.

In 2009, the City was awarded a \$150,000 grant from Valley Transportation Authority

See "Lawrence Station", page 11

Housing Program Updates

Facade Improvement Program

The Facade Improvement Program will provide eligible commercial property owners or business owners with a forgivable loan of between \$5,000 and \$25,000 dollars for facade improvements, up to 50 percent of the total cost of the facade improvements. Borrowers must provide a dollar-for-dollar match of the City funds for the facade projects. Eligible commercial properties or businesses are those located within the downtown Redevelopment Project Area or Community Development Block Grant-eligible neighborhoods. See a map of CDBG-eligible neighborhoods by visiting our website at CDBGMap.inSunnyvale.com.

Eligible facade improvements include exterior painting; non-structural facade work, such as window, door, or awning repair or replacement; exterior lighting and signage. If the borrower complies with the property maintenance and related loan terms for five years, the loan will be forgiven in full.

For more information, contact Housing Rehabilitation Specialist Richard Gutierrez at (408) 730-7459 or rgutierrez@ci.sunnyvale.ca.us.

Home Energy Efficiency Retrofit Grants

The Energy Efficiency Retrofit Grant Program provides eligible low-income Sunnyvale homeowners with a dollar-for-dollar matching grant of up to \$5,000 for eligible energy efficiency retrofits and renewable energy devices, such as wind or solar devices, to reduce residents energy usage and costs. Community Development Block Grant (CDBG) funds allocated by the U.S. Department of Housing and Urban Development (HUD) are used to fund this program, in accordance with the City's 2010 HUD Action Plan, available on the City's website at Housing.inSunnyvale.com. For more information, contact Housing Rehabilitation Specialist Richard Gutierrez at (408) 730-7459, or by e-mail to rgutierrez@ci.sunnyvale.ca.us.

Santa Clara County Energy Upgrade

The City of Sunnyvale is working with Santa Clara County and other local cities to create an energy efficiency program that supports homeowners, landlords and renters to make their dwellings more energy efficient through energy audits and retrofits.

For more information, please visit www.sccenergyupgrade.org.

Micro-Enterprise Assistance Program

CDBG funds administered by the City's Housing division will help those unemployed for more than six months to start new businesses. NOVA Workforce Services, in collaboration with agencies such as the SBA (Small Business Administration) and SCORE (Service Corps of Retired Executives), is currently developing a program to provide training, tuition and fees for education, and micro loans for entrepreneurs. This assistance will be available to Sunnyvale residents participating in NOVA's Pro-Match program.

For more information, contact Rhonda Pryor at (408) 730-7249.

First Time Home Buyer Program

Eligible low- and moderate-income homebuyers can qualify for a down payment assistance loan of up to \$50,000 for the purchase of market-rate or below-market-rate homes in Sunnyvale. Applications are available online at FTHB.inSunnyvale.com.

For more information, contact Housing Programs Technician Rachel DeBord at (408) 730-7456 or e-mail rdebord@ci.sunnyvale.ca.us.

Below-Market-Rate Homeownership Program

The City signed two below market rate development agreements with the receiver for Sunnyvale Town Center and the current owner of the Serrawood townhome project. A total of 67 new BMR condominiums will be provided within the two projects pursuant to the new developer agreements. The developers plan

to complete the homes within a few years, depending on local real estate market conditions. For more information about the BMR Homeownership Program, contact Housing Programs Technician Rachel DeBord at (408) 730-7456. ☎

BELOW MARKET RATE RENTAL PROGRAM

Below market rate (BMR) rental housing units are currently provided at the Sunnyvale apartment house complexes below. Availability of vacant units varies by complex, and each property maintains their own waiting list for BMR rental units. Contact the property management directly for current BMR unit availability, to sign up on their BMR waiting list or for an application to rent. Phone numbers and addresses for their property management offices are provided below.

Complex and Address	Phone Number
Cherry Orchard 250 W. El Camino Real	(408) 737-7785
Copley Square 979 Pinto Palm Terrace	(650) 906-2630 (510) 432-2653
Encinal Place 604 S. Fair Oaks Ave	(408) 746-2000
Kensington Place 1220 N. Fair Oaks Ave	(408) 734-0330
Magnolia Lane 117 S. Mary Avenue	(408) 773-8448
Poplar Terrace 987 & 973 Wisteria Terrace	(408) 879-2900
Renaissance Apartments 718 Old San Francisco Rd	(408) 736-1600
Tamarind Square 1160 Morse Avenue	(408) 734-4480
Villa Del Sol 355 E. Evelyn Avenue	(408) 733-1222

Maximum BMR Rents

Apartment Size	2010 Maximum Rent
Studio	\$1,150
One Bedroom	\$1,310
Two Bedroom	\$1,475
Three Bedroom	\$1,770

NEAT WANTS YOUR INPUT

Do you have an ongoing concern in your neighborhood such as loitering, vandalism, graffiti, noise or property maintenance? Not sure what to do? Contact NEAT, the Neighborhood Enhancement Action Team. NEAT builds strong community relationships to identify and solve neighborhood challenges. NEAT is made up of staff from several City departments and

applies a problem-solving approach to address ongoing and future quality of life and work issues. NEAT empowers the community to take action and leverage available resources. Currently, NEAT is concentrating its work in two neighborhoods in the City – one in the Columbia neighborhood area and one near the Santa Clara border – and plans to expand in the future.

Contact NEAT by calling (408) 245-NEAT (6328), or visit

NEAT.inSunnyvale.com. You can also make an anonymous report by sending a message to SVTIP@tipnow.org. Remember, if you see a crime in progress or have an emergency, call 911. If it is not an emergency, but needs quick attention, call the Public Safety non-emergency number (408) 730-7110. ☎

FOR ALL
CITY SERVICES,
TDD ACCESS
(408) 730-7501

FREE SMALL-BUSINESS WORKSHOPS IN OCTOBER

The City of Sunnyvale, NOVA, Sunnyvale Chamber of Commerce and the US Small Business Administration will present a series of free small-business workshops in October.

Basic Small-Business Resources

Tuesday, October 19
2 p.m. – 4 p.m.

This class will introduce you to Internet resources that will help you to start, maintain and grow your small business. Topics covered will be: writing a business plan, finding company performance data, performing competitive analysis, finding funding, finding a mentor, and protecting and researching intellectual property of a business. No registration required for this session.

Effective Marketing with Snap, Crackle, and Pop

Thursday, October 21
1:30 p.m. – 4:30 p.m.

Learn the secrets marketing experts use for persuasive online and offline direct marketing, Web content, advertising, brochures and other communications tools that get results. Hit the bulls-eye, matching your objectives to communications tools, developing compelling copy, measuring program results, creating effective loyalty programs and stretching your marketing dollars in a sluggish economy.

Sole Proprietor Tax Seminar

Wednesday, October 21
5:30 p.m. – 8:30 p.m.

This workshop goes over rules on common business expenses and tax deductions, goes over self-

employment taxes and provides basic tax knowledge for the sole proprietor and self-employed individual.

Presenter: James Houston, Enrolled Agent by the IRS

Workshops will be held at the Sunnyvale Public Library Program Room, located at 665 W. Ol-

ive Ave. For more information and to register for workshops, contact Sunnyvale's Economic Development Division at (408) 730-7607, TDD (408) 730-7501, or e-mail econdev@ci.sunnyvale.ca.us. Registration closes October 15 ☼

ADULT SOFTBALL LEAGUES CLOSE

OTHER OPTIONS STILL AVAILABLE

The Sunnyvale City Council recently approved the budget for fiscal year 2010/11. Faced with an approximate \$5 million structural imbalance in the City's General Fund, the City Council considered a number of ideas to mitigate this deficit. Due to declining interest in softball over the years, registration fees have not covered the direct expenses to run this program for several years. In June, the City Council adopted a budget that incorporated a number of strategies to close the budget gap, including elimination of the City-operated Adult Softball Leagues.

The leagues closed after the completion of the 2010 summer season in August.

The City of Sunnyvale program will be closed indefinitely. However, the City is working with Los Gatos Recreation — which has significant experience coordinating adult softball leagues — to develop a temporary agreement to continue to provide an adult softball league here in Sunnyvale. Contact Todd Badger with Los Gatos Recreation at (408) 207-4903 for more information about the upcoming fall program.

Teams may also register in other neighboring cities or organizations such as:

Los Gatos Recreation
(408) 207-4903

City of Cupertino
(408) 777-3120

City of Mountain View
(650) 903-6404

City of Santa Clara
(408) 615-3160

Twin Creek Sports Complex
(408) 734-0888 (Located in Sunnyvale)

Other Leagues or Sports Programs in Sunnyvale

The City of Sunnyvale will continue to provide adult basketball and volleyball leagues and has excellent facilities for golf, tennis, and aquatics. Sunnyvale Recreation also offers a variety of sports and fitness classes. Information for these and other activities can be found on the Web at Recreation.inSunnyvale.com.

For additional information, please call Gary Brown in the Recreation Division at (408) 730-7334. ☼

SUNNYVALE COMMUNITY PANCAKE BREAKFAST

**Saturday, Oct. 9,
8 a.m. – 11 a.m.**

Fire station 2, Arques Avenue
at Wolfe Road

- Meet the officers, engine rides, tower tours
- Suggested donation: \$6 for adults, \$4 for kids 10 years old and under.
- Includes pancakes, sausage, juice, milk or coffee
- Proceeds benefit the Alisa Ann Ruch Burn Foundation

For more information, call
(408) 730-7140.



SUNNYVALE RETURNS TO SWEEPING STREETS EVERY OTHER WEEK

The budget for Fiscal Year 2010/11 recently approved by Sunnyvale City Council included a return to every-other-week street sweeping. This has been one of the most requested services since it was reduced five years ago. The city manager and Council have worked toward restoring this service as soon as was feasible.

The increased schedule will have a direct beneficial impact on the environment. Increasing the frequency of sweeping will aid in limiting the amount of heavy metal dust that reaches our streams and the Bay, which will improve the overall water quality of our environment.

The primary benefits to residents will include an easier-to-remember schedule, less leaf and tree debris in the street and less of an impact if a sweeping cycle is missed due to parked cars or rain.

To maximize the benefits of the street sweeping, Sunnyvale needs the assistance of all residents who park vehicles on the street. Residents should make every effort not to park vehicles on the street when sweeping is scheduled. The sweeper can only clean the entire length of the curbside if the street is clear of vehicles. The sweepers operate in residential areas between 7 a.m. and 3 p.m., but it is not possible to predict a specific time when the sweeper will be on any particular street.

The street sweeping schedule

is available on the City's website at StreetSweeping.inSunnyvale.com. Residents can look up their street and see a map showing what areas are being swept on what schedule.

Another change that is being made to the City's street sweeping program is that sweepers will not operate when it is raining. Routes that are impacted by rain will be skipped until the next regular scheduled day. Partial rainout days may result in only some of the scheduled streets being swept on that day. This will reduce the environmental impacts of collecting and discharging water by the sweeper's vacuum action.

For more information, contact Public Works Field Services at (408) 730-7510, TDD (408) 730-7501. ☼

How to Dispose of Extra Trash, Bulky Items and Electronics

Are you cleaning up your yard or garage in preparation for the rainy season? Having guests over for a party and have extra trash? Sunnyvale residents have several convenient choices to dispose of extra trash: extra dumping weekends (in October); on-call collections (twice a year); or extra garbage tags (any time).

Extra Dumping Weekends For Residents

SMaRT Station®
301 Carl Road
October 2, 3 and October 9, 10 from 8:30 a.m. to 4:30 p.m.

Sunnyvale residents may dump their extra household trash at the Sunnyvale SMaRT Station® over two weekends in October. During this four-day special dumping event, normal dumping fees are waived. This is a popular event and may result in a waiting time for participants to unload.

Proof of residency is required at the station's scale house. Acceptable proof of residency includes:

- Driver's license or photo ID with a Sunnyvale address, OR
- Driver's license with a non-Sunnyvale address plus a 2010 PG&E, telephone, cable or City of Sunnyvale utility bill showing a name matching the driver's license.

Guidelines for dumping:

- Waste must be from a residence in Sunnyvale
- A Sunnyvale resident must be in each vehicle delivering waste
- Maximum one-ton load capacity for vehicles
- Electronics should be put in separate box for recycling

- A maximum of four TVs and tires per load
- Asphalt, concrete, dirt and sod require special handling. Drivers will be diverted to a separate line to unload these materials.
- No hazardous materials will be accepted.
- All loads with loose materials must be tarped.

For more information on how to dispose of hazardous waste click on *Events* at Recycling.inSunnyvale.com or call (408) 730-7262, TDD (408) 730-7501.

On-Call Collection

If you have extra household trash, bulky items like appliances or furniture, or broken or unusable electronics, you may schedule two special curbside collections of those items per year by calling Utilities Customer Service at (408) 730-7400. There is no additional charge for this service.

Extra Garbage Tags

If you have a party or event at your house and have extra garbage that doesn't fit into your car, you'll need to purchase an extra garbage tag for \$6 at a local grocery, the SMaRT Station®, or a City facility:

- Grewalz Liquor, 1125 Tasman Drive
- Grewalz Liquor & Grocery, 1115 Borregas Ave.
- Grewalz Market, 1270 Persian Drive
- Lucky, 484 N. Mathilda Ave.
- New Wing Yuan Market, 1139 Lawrence Expressway
- Safeway, 733 S. Wolfe Road
- Safeway, 1601 Hollenbeck Ave.
- Safeway, 639 S. Bernardo Ave. (open 24 hours)

- Safeway, 785 E. El Camino Real (open 24 hours)
 - SMaRT Station®, 301 Carl Road (M-F, 8-5, accepts cash only)
- For items that have been gently used, please consider donating them to a reuse organization like Goodwill Industries, Sunnyvale's Nearly New Shop, or Salvation Army. For more information, contact the Sunnyvale Recycling Program at (408) 730-7262 or the SMaRT Station at (408) 752-8530. ☼

LIBRARY BY THE NUMBERS FOR FISCAL YEAR 2009/10

IT HAS BEEN A BUSY YEAR AT THE LIBRARY!

- Number of visitors: 796,329
- Library books and other materials checked-out: 2,379,284
- Number of items shelved: 2,124,252 (Books are returned to the shelves more quickly – within 48 hours of the item's return – after the installation of the Library's automated materials handling system in March.)
- Materials checked out through customer self-check machines after installation of six new self-check-out machines in March 2010: 91 percent (This was an 18 percent increase over Fiscal Year 2008/09, when 73 percent of all check-outs were from self-check out machines.)
- Number programs presented for the public: 670 (up from 578 in FY 2008/09)
- Cumulative attendance at public programs: 29,856 (up from 26,609 in FY 2008/09)
- Number of materials converted to RFID technology by staff and volunteers (in preparation for the new automated materials handling system): 220,000
- Number of library materials in the collection: 290,620
- Percent increase in public computer use over previous year: 25 percent
- Circulation of materials per capita: Second after Berkeley Public Library in Calif. cities with population of 100,000 to 150,000 for FY 2008/09
- Average number of people accessing Library's Wi-Fi at any one time: 100

Homework Help at the Library

This fall, Sunnyvale Public Library will offer a new service to school-aged students by opening an after-school homework help center. The service will be available for third through eighth graders, two days each week

from 4 p.m. to 6 p.m. The center will be staffed by teens and other volunteers who have been trained to help younger students, and assisted by the Library's teen librarian and a volunteer coordinator. To help get this program up and running, the Library received a grant from

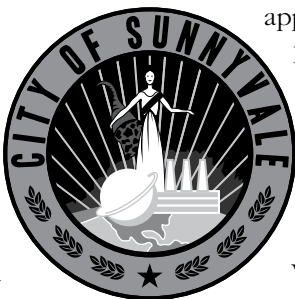
the Rotary Club of Sunnyvale to purchase a laptop computer, and a grant from the Pacific Library Partnership for resource materials and supplies. For more information, call the Library at (408) 730-7300, TDD (408) 730-7501. ☼



HISTORY OF THE SUNNYVALE CITY LOGO

Thirty-nine years after it was introduced, the Sunnyvale city logo may seem like the only symbol to have ever represented the City. Prior to 1971, however, the City logo (as shown below) symbolized Sunnyvale's heritage as a community with an agricultural focus.

The current City logo was approved by Council on May 19, 1971, after efforts for more than a year to develop a design that would represent a modern,



sophisticated and forward-looking City. Five different local professional artists, along with several amateur artists and various members of City staff, submitted proposals in the course of the search. The

approved logo portrayed a stylized version of a sun with rays emanating downward in the V shape of a valley. Jeffery Bishop, a professional artist and son of a local Sunnyvale family, designed the City logo, which replaced the one



selected in 1954 by Fremont High School students. Bishop's design was simple, reflecting the modern design aesthetic of the era, and the clean, sleek "snow-cone" was easy to identify from afar even without being able to read the words. Nearly 60 years after Sunnyvale's birth, its new logo reflected its growth and maturity and marked Sunnyvale's advancement as a city of technology. ☀️

Article written by Yoav Caspi, an intern in Sunnyvale's Communications Office.

SHREDDING EVENT RETURNS TO SUNNYVALE

**Saturday,
December 18, 2010**
8 a.m. to 11 a.m.
at the SMaRT Station

Residents of Sunnyvale, Mountain View, and Palo Alto can now bring personal documents to the SMaRT Station® for shredding at quarterly events. Each household may bring up to five banker boxes or bags of paper documents to shred.

- Residents will be required to provide proof of Sunnyvale residency; commercial and business customers will not be admitted to the events.
- Volunteers will provide assistance in off-loading boxes for residents.
- Paperclips, staples, spiral notebooks and rubber bands are acceptable, however, refrain from disposing of heavy binders or binder clips to prevent damage to shredding equipment.
- Restrict materials for shredding to personal, confidential documents.

All collected materials will be shredded on site and will be recycled into useful paper products. For more information, visit Recycling.inSunnyvale.com and click Events, or call (408) 730-7262, TDD (408) 730-7501.

EVERYTHING AT YOUR FINGERTIPS CONNECT! JOB SEEKER CENTER

- Access to job postings
- Job search workshops
- Career advisor appointments
- Resume critique
- Technology for job search
- Extensive career library
- Recruitment events
- ProMatch



420 S. Pastoria Avenue, Sunnyvale, CA 94086
Phone (408) 774-2365 • TTY (408) 774-5448

SPECIAL INTEREST ADULT CLASSES

The City of Sunnyvale offers a wide variety of classes and program all year long for adults. For more information about these and other classes, call (408) 730-7360, TDD (408) 730-7501. Classes are held at the Sunnyvale Senior Center, 550 E. Remington Drive, but are open to all adults (see age requirements).

Here is a sampling of our upcoming offerings.

Soups and Stews (18 years and older)

Simmer your way to delicious flavor as you learn how to prepare a broth, cream, chowder, and stew. Take one or both classes. Different soups and stews are prepared in each class. A \$15 non-refundable material fee is due at first class. Class fees are nonrefundable and nontransferable.

Tuesday, October 12,
\$50 per resident, \$55 per non-resident

Thursday, October 14,
\$50 per resident, \$55 per non-resident

6 p.m. – 9 p.m.

Instructor: Chef Cecelia Garza

Location: Orchard Pavilion Kitchen, Senior Center

Tapas, Hors D'Oeuvres (18 years and older)

These elegant nibbles are as easy as they are impressive. Appetizers will include hot and cold items with an attention to presentation. Learn how to prepare a variety of dishes using beef, chicken, seafood and vegetables plus a dessert. Take one or both classes. Different dishes are prepared in each class. A \$15 non-refundable material fee is due at first class. Class fees are nonrefundable and nontransferable.

Tuesday, October 26,
\$50 per resident, \$55 per non-resident

Thursday, October 28,
\$50 per resident, \$55 per non-resident

6 p.m. – 9 p.m.

Instructor: Chef Cecelia Garza

Location: Orchard Pavilion Kitchen, Senior Center

Fundamentals of Wine (21 years and older)

Don't be intimidated by wine. Learn what appeals to your palate and how to articulate the style of wine you like best. Understand the basics of how wine is made, wine classifications, the difference amongst varietals, the five basic steps of wine tasting, how to create the perfect food pairings and how to serve different wines. Sample six international varietals. Class fees are nonrefundable and nontransferable.

Thursday, October 7,
\$45 per resident, \$50 per non-resident

6:30 p.m. – 8:30 p.m.

Instructor: Michele Snock, certified sommelier

Location: Sequoia Room, Senior Center

Wine and Food Pairings for the Holidays (21 years and older)

The rule of "red wine with red meat, white wine with white meat" doesn't always apply. Learn the basics of wine and food pairings and how to accentuate each element of the meal to make it memorable. Choose wines that will enhance all your holiday meals. Class includes six different wines with different food pairings. Class fees are nonrefundable and nontransferable.

Thursday, October 21, \$49 per resident, \$54 per non-resident

6:30 p.m. – 8:30 p.m.

Instructor: Michele Snock, certified sommelier

Location: Sequoia Room, Senior Center ☀️

UPCOMING SUNNYVALE SENIOR CENTER TRIPS

All trips are escorted and depart from the Senior Center. Extended trips also include a professional tour director and roundtrip transportation, free parking, gratuities for listed services (except on cruises) for motor-coach driver, tour director, baggage handling, and trip cancellation insurance for all trips outside of California. Extended trips also have a pre-trip meeting to receive travel documents and review the details of the trip. Pick up a flyer at Sunnyvale Senior Center, 550 E. Remington Drive, (408) 730-7360, or visit *Seniors.inSunnyvale.com* (select trips) to get the details on all the day and extended trips we offer.

New York, New York

October 4 – 9

Features a five-night stay in midtown Manhattan, two Broadway shows, Metropolitan Opera tour, and more. Call (408) 730-7360 for space availability.

Great Britain and the Emerald Isle

October 19 – November 3.

This 16-day itinerary, featuring London, Scotland and Ireland, was customized for the Sunnyvale Seniors and includes 22 meals, gratuities and trip cancellation insurance. Price is \$6,325 per person, double occupancy, or \$7,300 single occupancy. Make sure to see the map on our flyer indicating all the places we are visiting. Call (408) 730-7360 for space availability.

San Diego

November 14 – 8

Featuring four nights at the Glorietta Bay Inn, a city tour, Harbor Cruise, Birch Aquarium, Wild Animal Park, Balboa Park Museum Pass, the

zoo and an optional tour of the USS Midway. This five-day trip includes seven meals, gratuities, and optional trip insurance. Price is \$1,599 per person, double occupancy, or \$1,999 single occupancy.

Egypt and Jordan

Jan 27 – Feb 10, 2011

Featuring Egypt, Jordan and a three night Nile river cruise. Some of the highlights are: Amman; Jerash the Pompeii of the East; the stone carved city of Petra; traveling the Kings Highway of prehistoric villages; Madaba, the City of Mosaics; Mt. Nebo; Wadi Rum; the Dead Sea; Pyramids of Giza; ancient Memphis, with a 40-foot statue of Ramses II; and Sakkarra, the home of the oldest pyramid.

The tour also includes Abu Simbel; Aswan; Kom Ombo; the Temple of Horus at Edfu; Luxor's Valley of Kings and Queens, one of two UNESCO World Heritage sites we visit; and the Museum of Egyptian Antiquities in Cairo. This 15-day trip includes 22 meals, gratuities, and trip cancellation insurance. Price is \$6,999 per person, double occupancy, or \$7,999 single occupancy.

Alaska Cruisetour

May 23 – June 3, 2011

Featuring four-night hotel accommodations and seven nights aboard the Celebrity Millennium, highlights include: Fairbanks, El Dorado Gold Mine, Riverboat Discovery Sternwheeler, Wilderness Express Dome Railcar, Denali Discovery Tour, Anchorage, Hubbard Glacier, Skagway, Juneau, Icy Straight Point and Ketchikan. This 12-day trip includes 20 meals, and trip insurance. See flyer for prices per cabin category: inside, outside or balcony staterooms. ☼

CALLIGRAPHY CLASSES TEACH TRADITIONS OF HAND LETTERING

As e-mailing and texting take over everyday communication, legible — let alone lovely — handwriting is becoming a lost art. But Sunnyvale's new calligraphy classes offer an opportunity to rediscover the practice of fancy hand lettering.

The art of calligraphy is still practiced globally by scribes, artists and hobbyists writing in a variety of languages. Calligraphers hand-write personal letters, invitations, greeting cards, certificates, posters and announcements. Their art celebrates patience and attention to details, including the correct formation of characters, ordering of the various parts and harmony of proportions. Calligraphy also allows for creative expression, as artists strive to capture the spirit of the words and text and add unique embellishments.

If you'd like to try your hand at this fun art form, Sunnyvale's beginning calligraphy class is the perfect class to get you started. Beginning and intermediate calligraphers who want to practice are also welcome.

Beginning Calligraphy – Ages 15 and older

Saturdays, September 25 – November 20

10 a.m. – noon

Sunnyvale Community Center
550 E. Remington Drive

Creative Arts Center – Paint Room

\$76 (\$81 for non-residents)

Calligraphy supplies are available for purchase in class for approximately \$15

Instruction provided by Calligrapher Marian Gault.

To register for the calligraphy class or for more information, call (408) 730-7350, TDD (408) 730-7501.

LEARNING TOGETHER SERVES FAMILIES IN SUNNYVALE

The City of Sunnyvale and FIRST 5 of Santa Clara County are teaming up to educate families on the importance of the first five years of a child's life. The Learning Together Initiative (LTI) is a multi-layered program that provides information and classes on nutrition, kindergarten readiness, and early literacy to families, in partnership with schools, churches, daycare centers, and a satellite office at Caring Hearts Child Development Center on Fremont Avenue.


The LTI program is a collaboration between Community Health Awareness Council (CHAC) and JFCS/Parent's Place. At Caring Hearts, community workers and volunteers will be available to register children for Medi-Cal,

educate parents and caregivers about basic developmental milestones, and provide resources and referrals. Staff can also offer screening tools to give parents information about how a child is developing. Parents can take this information to their health care professional or day care provider to get support in specific areas, such as fine motor skills and communication.

FIRST 5 invests more than \$30 million of Proposition 10 tobacco tax money each year in Santa Clara County to support critical issues such as children's health insurance, advanced training for early childhood teachers, parenting skills and domestic violence workshops, mental health services for children, and their caregivers, and arts and early literacy programs. ☼



ALERTSCC
SANTA CLARA COUNTY EMERGENCY ALERT SYSTEM



www.AlertSCC.com

AlertSCC is a free, easy and confidential way for anyone who lives or works in Santa Clara County to get emergency warnings sent directly to their cell phone, mobile device, e-mail or landline. It only takes a minute. Sign up today!

WPCP WINS NATIONAL AWARD

The Sunnyvale Water Pollution Control Plant (WPCP) recently earned a Silver Peak Performance Award for 2009 from the National Association of Clean Water Agencies (NACWA).

The Silver Award recognizes member agencies for excellence in wastewater treatment efforts, as measured by compliance with National Pollutant Discharge Elimination System (NPDES) permits. The WPCP won for demonstrating outstanding compliance of discharge

monitoring requirements by obtaining fewer than five NPDES violations over the course of the calendar year.

Award recipients will be recognized in the August/September edition of the *Clean Water Advocate*, as well as on the NACWA website, www.nacwa.org 🌟

ACTERRA'S FREE HOME ENERGY AUDITS MAKING AN IMPACT

The energy we use at home accounts for about 21 percent of the U.S. contribution to global warming pollution.

With grant funding from the City of Sunnyvale, Acterra's Green@Home program offers free volunteer training and home energy audits to Sunnyvale residents. Since partnering with the City in the fall of 2008, Acterra has performed more than 82 home energy audits, or "HouseCalls," in Sunnyvale.

During a HouseCall, trained volunteers carry out nine basic tasks, such as installing compact fluorescent lights bulbs or a retractable clothes line and adjusting water heater and refrigerator and freezer temperatures. The total estimated savings per household, if all devices and steps are implemented, is a reduction of 2,370 lbs of CO₂.

As a result of the Sunnyvale HouseCalls, annual CO₂ emissions have been reduced by an estimated 84,199 pounds of CO₂. That's more

than 1,000 pounds of CO₂ per household and an estimated annual savings as much as \$201.

Save money and energy today. Contact Acterra at (650) 962-9876 ext. 350, or e-mail greenathome@acterra.org to become a trained volunteer in your neighborhood or to get a free home energy audit. For more information on the Green@Home Program, visit www.acterra.org/greenathome. 🌟

SHOP SUNNYVALE FOR YOUR FALL AND WINTER NEEDS

The City has an online shopping center directory that lists all shops and services located inside Sunnyvale's shopping centers. Shopping centers offer major retailers as well as boutiques that help you prepare for the coming winter months. You can access shopping center information at Shop.InSunnyvale.com.



NEW WEBSITE HELPS FIGHT GRAFFITI IN SUNNYVALE

Graffiti is a problem in almost every community around the country and, unfortunately, Sunnyvale is no exception. Neighborhood

Preservation, a division of the Department of Public Safety, has new information and resources to assist residents and businesses prevent, report and remove graffiti on their properties and in their neighborhoods.

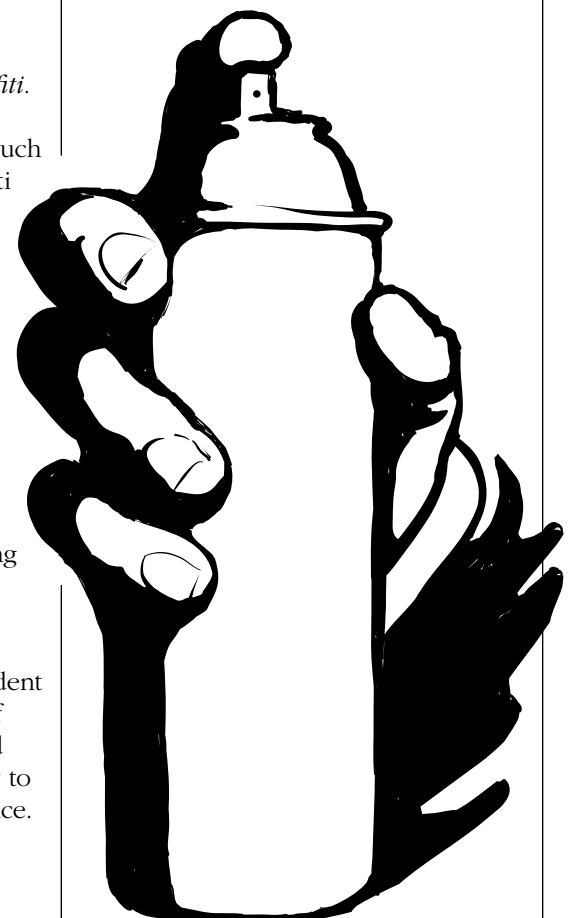
The new graffiti website, Graffiti.inSunnyvale.com, includes quick links to all sorts of information, such as techniques for removing graffiti from different types of surfaces; Web links and telephone numbers to report graffiti to public agencies and businesses; what to do if you suspect your child is a tagger; and the City's free on-site graffiti prevention assessment program.

If You Have Graffiti on Your Property

File a police report by reporting the graffiti to the Department of Public Safety non-emergency number at (408) 730-7100. Ask Public Safety to complete an incident report, a common requirement of insurance companies. You should then remove the graffiti promptly to reduce the chances of reoccurrence. The City requires that graffiti be removed within 72 hours, or one week if it is the first incident.

If You See Graffiti in Sunnyvale

Contact the Graffiti Hotline at (408) 730-7680, use the on-line reporting form at Graffiti.inSunnyvale.com, or send an e-mail to np@ci.sunnyvale.ca.us. You can also make an anonymous report by sending a message to SVTIP@tipnow.org. 🌟



DISPLAY SPACE FOR ARTISTS AND COLLECTORS AVAILABLE AT THE LIBRARY

If you're an artist, photographer or collector looking for a place to show your work or collection, The City of Sunnyvale has a venue for you. Display space for small paintings and photographs is now available at Sunnyvale Public Library. There is also a small display case for collectables. All work submitted will be subject to a review process prior to acceptance. Art displays and collections are exhibited for two months. For more information, contact Susan Denniston at (408) 730-7332, TDD (408) 730-7501 or e-mail sdenniston@ci.sunnyvale.ca.us.

HAVE A QUESTION? TEXT ASKSUN TO 66746

Try this new text message reference service from the Sunnyvale Public Library. Simply text *asksun* to 66746 on your mobile device to send and receive quick, simple answers from our reference librarians. The service is free, though standard text messaging rates may apply.



CITY OF SUNNYVALE FISCAL YEAR 2010/11 ADOPTED BUDGET SUMMARY

Sunnyvale's Approach To Budgeting

The City of Sunnyvale's unique way of budgeting is part of the City's internationally-recognized Planning and Management System. The Sunnyvale budget looks ahead for many years, anticipating income and expenses over a long-term perspective. The budget includes a 20-year Resource Allocation Plan that is balanced to the twentieth year with all reserve requirements met. The budget is performance-based, structured programmatically around services provided with indicators to evaluate how well the City's operations performed against stated objectives. In an effort to make the budget and budget document more accessible for Council and the residents of Sunnyvale, a restructure of all City programs was made for FY 2010/11. As a result of this restructure, the budget document itself is now organized by department instead of by General Plan Element, and there are significantly fewer activities and indicators, focusing on the major units of service performed within programs. In this manner, the City strives to make the budget more simple, precise and meaningful.

Budget Overview

Despite signs indicating an improving economic outlook, the City of Sunnyvale continues to find itself needing to adjust to a new fiscal reality. The reality of diminished revenue performance and even higher costs has continued to impact the City's fiscal stability. While the FY 2010/11 budget is technically balanced, significant draw-downs to our Budget Stabilization Fund over the next 11 years of the 20-year plan are required to meet planned service levels. Despite the efforts made in FY 2009/10 to address the failing economy and its effect on the City, service levels have been reduced even further in FY 2010/11. Reductions have been limited to areas where there were existing vacancies, and certain functions have been reorganized to maximize resources and operate more efficiently. However, to achieve a truly balanced budget, the City must address three key areas: prioritization of services and service delivery, sustainable solutions for personnel costs, and new revenue sources. These key areas will continue to be the focus of the City's budgetary efforts going forward.

Revenues

Funding Sources

The majority of the money that supports City services and projects comes from either fees paid by users of services or taxes. User fees are the single largest source of City

revenue, constituting approximately 44 percent of total estimated revenues in FY 2010/11. User fees include payments for water, sewer and garbage utilities, as well as recreation services. Water, sewer and garbage services are supported entirely by user fees.

Taxes are the next largest source of City revenue, representing approximately 36 percent of the total. The majority of City tax revenue comes from sales and property taxes, with the City receiving one cent of the total 9.25 cent sales tax charged in Sunnyvale, and approximately 16 cents of each dollar of property tax assessed against property within the City. These tax sources are affected by changes in the economy, the housing market and legislative actions. The continued effects of the recession required a downward adjustment for FY 2009/10 projections on sales tax, transient occupancy tax (TOT), and utility users tax (UUT), despite signs of economic recovery. Fiscal Year 2010/11 projections for major revenue sources such as sales tax, TOT, and UUT, reflect modest increases to reflect the expected slow economic recovery. Property tax lags behind the economic cycle and, as such, the current downturn is reflected in FY 2011/12 and FY 2012/13, when a wave of appeals on assessed valuations of commercial properties is expected to impact revenues.

Approximately 8 percent of the City's funds for FY 2010/11 will come from federal, state and local agencies. The City also receives funds from various other sources, including bond proceeds and interest on its investments. These other sources account for 12 percent of total revenues, the majority of which are from the issuance of \$24.8 million in revenue bonds to the Water and Wastewater Funds for various infrastructure projects beginning in FY 2010/11.

Expenditures

Operating Budget

Each year, the funds used to provide services for Sunnyvale are appropriated into a spending plan called the Operating Budget. This plan is revised every other year to take into account changes in inflation, changes in community conditions, and changes in the amount and types of services necessary to maintain the City's standard of excellence. In FY 2010/11, approximately 80 percent of the Adopted Budget is programmed in the Operating Budget. Of that total, 84 percent will go toward providing services that ensure Sunnyvale's residents and businesses enjoy well-maintained streets, clean parks, first-rate library services and a safe, secure community. In addition, 2 percent will be spent

for community development, which includes land use planning and construction permitting. Another 4 percent will be used for NOVA Workforce Services. The City of Sunnyvale serves as the administrative entity for the North Valley Job Training Consortium (NOVA), which is fully funded by federal, state and other outside funding sources. The remainder of the Operating Budget will be spent to provide and support other City services.

Projects Budget

In FY 2010/11, approximately 13 percent of the budget will be invested in projects. Just as businesses set aside money for improving facilities or replacing aging equipment, the City plans ahead for long-term maintenance, renovation and repair, improvements, and major additions. These efforts are funded through the City's Projects Budget. Through the Projects Budget, the City proactively addresses long-term needs by identifying project costs, future operating costs, and any outside funding sources. Thus the City already has determined how it will pay for many of its long-term renovation and replacement needs. Some of the major projects included in the FY 2010/11 Adopted Budget are the Mathilda Avenue Railroad Overpass Improvements, Downtown Murphy Ave Streetscape Revitalization and the Morse Avenue Neighborhood Park Development.

Other Expenditures

The City's debt is approximately 3.4 percent. Just as individuals may borrow money for a house or car, the City occasionally borrows funds to finance major improvements. For instance, the City is currently paying debt service for funds borrowed to improve the City's wastewater (sewer) services. The debt service payments are financed by fees paid by users of the particular service.

For More Information

More information about Sunnyvale's FY 2010/11 Adopted Budget is available at Budget.inSunnyvale.com.

Questions/comments

Please contact:

City of Sunnyvale
Department of Finance
650 West Olive Ave.
P.O. Box 3707
Sunnyvale, CA 94086
or
call (408) 730-7380,
TDD (408) 730-7501



CITY OF SUNNYVALE FISCAL YEAR 2010/11 ADOPTED BUDGET SUMMARY

Total Estimated Revenues

USER FEES (44%)	\$114,246,891
Garbage Fees	34,350,250
Water Fees	26,053,892
Sewer Fees	22,336,061
Recreation Service Fees	7,522,896
Permits and Licenses	4,825,633
Franchise Fees	6,110,996
Other Fees and Services	4,533,558
Rents and Concessions	4,446,479
Park Dedication Fees	2,861,892
Fines and Forfeitures	1,205,234
TAXES (36%)	\$96,418,165
Property Tax	50,910,286
Sales Tax	25,112,500
Transient Occupancy Tax	5,631,782
Utility Users Tax	6,562,157
Other Taxes	2,626,567
Gas Tax	3,557,198
State Traffic Congestion Relief (Prop 42)	2,017,675
INTERGOVERNMENTAL (8%)	\$21,434,569
Federal Grants	3,540,378
State Housing Grant	6,600,000
Workforce Investment Act Grant	8,000,000
Community Development Block Grant	1,338,319
Other Agencies Contributions	322,156
HOME Grant	758,883
State Grants	874,833
OTHER (12%)	\$32,184,274
Bond Proceeds	24,835,239
Interest Income	3,267,167
Other Revenues	2,306,853
SMaRT Station Revenues	1,775,015

TOTAL ESTIMATED REVENUES..... **\$264,283,899**
(Excludes Internal Service Fund revenues)

Total Appropriations

OPERATING BUDGET (80%):

City Manager's Office	\$3,909,208
City Attorney's Office	\$1,851,129
Community Development Department	\$6,342,589
Building Safety	2,517,862
Planning	2,204,780
Housing and CDBG Program	1,238,137
Community Development Department Management	381,811
NOVA Workforce Services Department	\$11,000,000
Finance Department	\$7,952,688
Finance Operations	5,924,707
Utility Billing	2,027,981

Human Resources Department..... **\$3,459,363**

Library Department..... **\$7,394,377**

Community Services Department..... **\$21,131,098**

Arts and Recreation Programs and Operation of Recreation Facilities	8,336,126
Neighborhood Parks and Open Space Management	7,859,058
Golf Course Operations	3,439,875
Youth, Family and Child Care Resources	987,245
Community Services Department Management	508,793

Public Safety Department..... **\$69,986,041**

Fire Services	25,042,369
Police Services	23,488,861
Public Safety Administrative Services	6,736,074
Investigation Services	4,412,806
Community Safety Services	3,626,347
Communication Services	2,806,643
Records Management and Property Services	2,017,207
Personnel and Training Services	1,855,734

Public Works Department..... **\$76,597,706**

Solid Waste Management	30,182,322
Water Resources	20,950,078
Wastewater Management	11,579,223
Pavement, Traffic Signs and Markings, Street Sweeping, and Roadside Easement	4,721,469
Transportation and Traffic Services	2,051,408
Sanitary Sewer Collection System	1,591,644
Street Tree Services	1,175,634
Street Lights	1,033,175
Land Development - Engineering Services	1,030,050
Concrete Maintenance	912,200
Public Works Administration	802,217
Storm Water Collection System	377,327
Capital Project Maintenance and Environmental Sustainability	127,148
Downtown Parking Lot Maintenance	63,812

Project Operating Budget..... **\$35,681**

TOTAL OPERATING BUDGET..... **\$209,659,880**

PROJECTS BUDGET (13%):..... **\$34,892,733**

Special Projects	12,810,561
Infrastructure Projects	12,685,300
Capital Projects	5,433,523
Lease Payments	2,037,590
Project Administration	1,580,233
Outside Group Funding	345,527

OTHER EXPENDITURES (4%):..... **\$12,276,662**

Debt	9,059,668
Payment to Town Center Developer	2,125,639
General Equipment	1,091,355

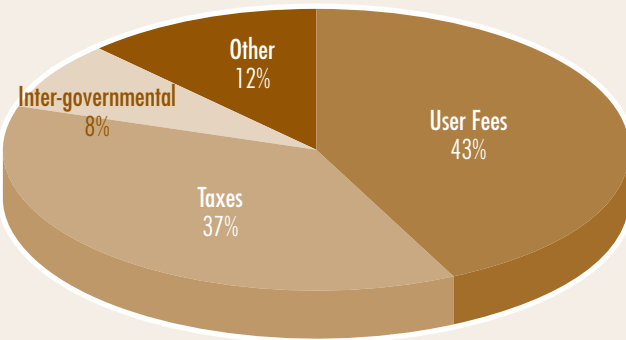
CONTRIBUTION TO RESERVES (3%)..... **\$7,454,623**

TOTAL ADOPTED FY 2010/2011 BUDGET..... **\$264,283,899**

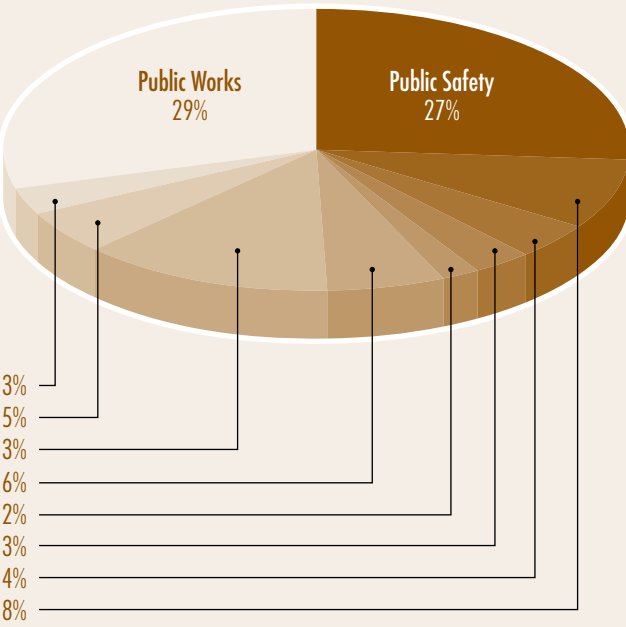
SIGN UP FOR THE ELECTRONIC SUNNYVALE NEWSLETTER TODAY

Want to find out about all the exciting sustainability activities the City of Sunnyvale is working on? Sign up for *Sustainable Sunnyvale*, an electronic newsletter that comes out each quarter. Visit *Recycling.inSunnyvale.com* and click on the *subscribe to the Sustainable Sunnyvale e-Newsletter* link.

SUNNYVALE REVENUE SOURCES
FY 2010/11 BUDGET – \$264,283,899



SUNNYVALE EXPENDITURES
FY 2010/11 BUDGET – \$264,283,899



PROTECTING CALIFORNIA'S WATERWAYS

While it may not get the same kind of news coverage as a big oil spill, one of the main source of water pollution in California is runoff.

Runoff is the flow of water from rain, irrigation or other sources that flows over land surface that is not absorbed into the ground.

Whether it's water from roads, urban areas or industrial sites, it all flows from streets, yards, driveways, parks, gardens and just about everywhere into California's waterways.

Runoff isn't just clean water flowing over land surfaces; it can pick up pesticides, herbicides, fertilizers, automotive fluids and other contaminants along its way to a storm drain. From there it goes straight to the nearest creek or channel, and then to the Bay without being cleaned. The polluted runoff can kill microorganisms and aquatic life that form the base of the natural food web, beginning a ripple effect that ultimately hurts fish, wildlife and humans.

So, what can Sunnyvale residents do to protect their creeks, the Bay, and themselves?

- Minimize the use of fertilizers, pesticides, and herbicides. Adjust

your sprinklers or irrigation systems to prevent over-watering, and prevent water from draining onto paved surfaces such as driveways and streets.

- Collect your pet's waste and dispose of it in the garbage.
- Wash your car on an unpaved surface such as your lawn, not on the driveway. Or, better yet, take it to a commercial car wash where the wash water is recycled.
- Sweep your driveway instead of hosing it down and use dry absorbent materials (like kitty litter) to clean up spills.
- Keep garbage and trash in securely covered containers. Compost yard waste or place it in the proper container for curbside collection.
- Keep your street and rain gutters free of debris (especially with rain right around the corner).
- Empty dirty water into the sink or toilet, not the street.
- Empty pool, spa and fountain water into your sewer cleanout, not in the storm drain.
- Do not dump anything into storm drains. Used motor oil, paints and other household hazardous waste should be disposed of at the SMaRT Station® or at

a regular Hazardous Waste collection event. Call (408) 730-7262 for details.

For more information about what you can do to prevent pollution of our creeks and San Francisco Bay, call Environmental Outreach at (408) 730-7717, TDD (408) 730-7501. ☼

REDUCE YOUR USE!

Did you know that the sewer charge on your utility bill is directly affected by how much water you use for your lawn and landscaping? Sewer charges are calculated based on your total water use. If you are over-watering your lawn and landscape during the cool, wet months you are literally throwing money down the drain.

Now is the perfect time to adjust your watering schedule for lawns and landscaping. During the fall months watering times can typically be reduced in half. By winter, irrigation systems can be turned off altogether. As the weather begins to cool it is the perfect time to check irrigation system timers and reduce watering times if necessary. Set your irrigation system to water in the early morning. Many irrigation experts feel the best time to water is between midnight and 6 a.m. because evaporation is kept to a minimum. Apply a layer of organic mulch around plants to reduce moisture loss and keep weeds down.

Efficient use of water reduces the amount you might otherwise waste. By reducing your watering times during the cooler months you conserve water for the hotter, dryer months ahead. Conservation not only saves water now, it also saves money on your utility bill.

COOKING OIL NOW COLLECTED AT THE SMART STATION® RECYCLING CENTER

Not sure what to do with your used cooking oil you generate? It is important to dispose of it properly so it doesn't create problems in the environment or at garbage processing or wastewater treatment facilities. Now there is a convenient way to dispose of it: just bring it to the SMaRT Station Recycling Center located at 301 Carl Road, open 8 a.m. to 5 p.m., 7 days a week, where it

is collected and processed into new products ranging from candles and soap to biodiesel fuel stock.

Cooking oil should not be poured down the drain where it can build up in pipes causing sewage backups at home, into streets and the storm drain system. Sewage overflows can pose health and environmental hazards, polluting local creeks and the San Francisco Bay. Small amounts of oil can be placed in tightly

sealed, unbreakable containers in the trash (using kitty litter as an absorbent is recommended). It is not recommended to dispose of large amounts in trash as containers may leak, causing problems with garbage trucks and at the SMaRT Station.

Cooking oil must be from residential, not business use. Bring oil in plastic container with secure lid and give to the recycling center attendant. The container will not be returned. Containers are limited to 5-gallon capacity, with no more than 10 gallons per visit

For more information, call (408) 730-7262, TDD (408) 730-7501 or visit Recycling.inSunnyvale.com. ☼



KILL-A-WATT — CHECK IT OUT

The Sunnyvale Public Library, with assistance from the City's sustainability program, is now a resource for reducing home and business electricity use. The Library provides Kill-A-Watt power monitors that can be checked out for up to one week at a time from the Library's main information desk. The Kill-A-Watt meter plugs into any wall outlet; when an electrical appliance is plugged into the meter, it tracks the amount of energy the appliance is using. A user can program their local utility rate into the meter and

display projected costs in dollars and cents by hour, day, week, month or year. By using the Kill-A-Watt meter, users can find which appliances contribute most to an electric bill and replace them with newer energy efficient appliances.

The library has been checking out Kill-A-Watt meters to community members since June, and the reaction has been overwhelmingly positive.

For more information about the Kill-A-Watt program, call the Library at (408) 730-7300, TDD (408) 730-7501. ☼

Lawrence Station, continued from page 2

(VTA) under their Community Design and Transportation Grant Program. Development of the plan will include extensive community engagement to get input and feedback from residents, businesses and other stakeholders. All community members are encouraged to get involved in the outreach process which will likely begin early next year. Staff from other agencies, including VTA, City of Santa Clara, Caltrain and Santa Clara County, will also participate in the planning process. For more information, visit LawrenceStation.inSunnyvale.com. ☼



CITY OF SUNNYVALE
P.O. Box 3707
SUNNYVALE CA 94088-3707

www.sunnyvale.ca.gov

PRSRST STD
US POSTAGE

PAID
SUNNYVALE CA
PERMIT NO. 190
ECRWSS

Postal Customer or Postal Patron

INSIDE THIS ISSUE

PAGE 1	■ <i>What's on the Horizon 25 Years from Now?</i>
■ <i>Call for Board and Commission Applications</i>	
■ <i>Medical Marijuana Dispensary Study Underway in Sunnyvale</i>	
■ <i>20th Annual Evenings of Cultural Arts Season Announced</i>	
PAGE 2	■ <i>The Briefing — Notes from the City Manager</i>
■ <i>Lawrence Station Area Plan</i>	
PAGE 3	■ <i>Housing Program Updates</i>
■ <i>Below Market Rate Rental Program</i>	
■ <i>NEAT Wants Your Input</i>	
PAGE 4	■ <i>Free Small-Business Workshops in October</i>
■ <i>Adult Softball Leagues Close</i>	
■ <i>Sunnyvale Community Pancake Breakfast</i>	
■ <i>Sunnyvale Returns to Sweeping Streets Every Other Week</i>	



PAGE 5	■ <i>How to Dispose of Extra Trash, Bulky Items and Electronics</i>
■ <i>Library by the Numbers for Fiscal Year 2009/10</i>	
■ <i>Homework Help at the Library</i>	
PAGE 6	■ <i>History of the Sunnyvale City Logon Everything at Your Fingertips</i>
■ <i>Shredding Event Returns to Sunnyvale</i>	
■ <i>Special Interest Adult Classes</i>	
PAGE 7	■ <i>Upcoming Sunnyvale Senior Center Trips</i>
■ <i>Calligraphy Classes Teach Traditions of Hand Lettering</i>	
■ <i>Learning Together Serves Families in Sunnyvale</i>	
■ <i>AlertSCC — Santa Clara County Emergency Alert System</i>	

PAGE 8	■ <i>WPCP Wins National Award</i>
■ <i>Acterra's Free Home Energy Audits Making an Impact</i>	
■ <i>Shop Sunnyvale For Your Fall and Winter Needs</i>	
■ <i>Display Space for Artists and Collectors Available at the Library</i>	
■ <i>Have a Question? Text asksun to 66746</i>	
■ <i>New Website Helps Fight Graffiti in Sunnyvale</i>	
PAGE 9	■ <i>City of Sunnyvale Fiscal Year 2010/11 Adopted Budget Summary</i>
PAGE 10	■ <i>City of Sunnyvale Fiscal Year 2010/11 Adopted Budget Summary Table</i>
■ <i>Sign Up for the Electronic Sustainable Sunnyvale Newsletter Today</i>	
PAGE 11	■ <i>Protecting California's Waterways</i>
■ <i>Reduce Your Use!</i>	
■ <i>Cooking Oil Now Collected at the SMART Station® Recycling Center</i>	
■ <i>Kill-A-Watt — Check It Out</i>	